

## CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**American Media & Advocacy Group**  
**Attention: Tracey Robinson**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 582005 /		<u>Alt Order #</u> 09838111
<u>Product</u> ESAF :60		
<u>Contract Dates</u> 10/10/12 - 11/06/12		<u>Estimate #</u> 3324
<u>Advertiser</u> Ending Spending Action Fund		<u>Original Date / Revision</u> 10/09/12 / 10/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35-64		
		<u>Total Ratings</u> 21.40
<u>IDB#</u>	<u>Advertiser Code</u> 267	<u>Product Code</u> 485
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	10/31/12	11/06/12	M-F 7a-8a	7a-8a		1:00				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/12	11/06/12	MTWTF--				1	\$4,000.00	4.00			
N 2	6	10/27/12	10/27/12	Sa 8a-9a	8a-9a		1:00				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$800.00	2.10			
N 3	6	10/17/12	10/23/12	M-F 1130a-12p FOX 6	1130a-12p		1:00				NM	1	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--				1	\$970.00	1.50			
N 4	6	10/10/12	10/16/12	M-F 1p-2p	1p-2p		1:00				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/12	10/16/12	MTWTF--				1	\$500.00	1.20			
N 5	6	10/17/12	10/23/12	M-F 2p-3p	2p-3p		1:00				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--				1	\$400.00	1.00			
N 6	6	10/31/12	11/06/12	M-F 430p-5p	430p-5p		1:00				NM	1	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/12	11/06/12	MTWTF--				1	\$970.00	1.90			
N 7	6	10/15/12	10/15/12	FOX Prime Monday 7-8	7p-8p		1:00				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$6,000.00	5.80			
N 8	6	10/19/12	10/19/12	FOX Prime Friday 7-8	7p-8p		1:00				NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$3,600.00	3.90			
<b>Totals</b>										21.40		8	\$17,240.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	6	\$12,270.00	\$10,429.50
10/29/12 - 11/06/12	2	\$4,970.00	\$4,224.50
<b>Totals</b>	8	\$17,240.00	\$14,654.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI  
9001 North Green Bay Road  
Milwaukee, WI 53209-1297  
(414)355-6666

<u>Contract / Revision</u> 582005 /		<u>Alt Order #</u> 09838111
<u>Contract Dates</u> 10/10/12 - 11/06/12	<u>Product</u> ESAF :60	<u>Estimate #</u> 3324
<u>Advertiser</u> Ending Spending Action		<u>Original Date / Revision</u> 10/09/12 / 10/11/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

I, Jon Ferrell  
do hereby request station time concerning the following issue:

**Total Charges:**

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Mitt Romney, Presidential Candidate, Election November 6, 2012  
Barack Obama, Presidential Candidate, Election November 6, 2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Ending Spending Action Fund

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

\_\_\_\_\_  
Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title

TOTAL P.01

WITITV - WITI-TV

7155

7155  
10/08/12

Inv Date	Invoice #	Description	Balance Due	Discount	Net Amount
10-08-12	zBBWITI10812-M	ENSP-ENSP-ENSP 3324	14,654.00		14,654.00
10-12-12	mb10812WITI - M	ENSP-ENSP-ENSP 3317	34,811.75		34,811.75

Check Total: \$49,465.75

SAFEGUARD CITHO USA 0810 1086012450M

REORDER FROM YOUR LOCAL SAFEGUARD DISTRIBUTOR, IF UNKNOWN, CALL 800-529-2422

ORIGINAL DOCUMENT HAS A COLORED BACKGROUND PRINTED ON CHEMICAL REACTIVE PAPER WITH MICROPRINTED BORDER / SIGNATURE LINE

**AMERICAN MEDIA & ADVOCACY GROUP**  
815 SLATERS LANE  
ALEXANDRIA, VIRGINIA 22314

**BB&T**  
BROADBAND & TELECOM  
VIRGINIA

7155

7155

NUMBER

68-426/514

PAY EXACTLY\*\*\*\*\*49,465\*DOLLARS\*AND\*75\*CENTS

DATE

AMOUNT

Oct 08, 2012

\$49,465.75

PAY  
TO THE  
ORDER  
OF

WITI-TV  
9001 N Green Bay Road  
Milwaukee, WI 53209

*Jonathan W. Ferrell*

THE REVERSE SIDE OF THIS DOCUMENT INCLUDES A SECURITY SCREEN BACKER

⑈007155⑈ 1:0514042601:0000153552096⑈

P.01/01

OCT-08-2012 21:58